eyes and ears of Walt Disney World EXTRA!

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EPCOT PLANS ANNOUNCED

". . . We're two years ahead of schedule."

Card:

Last night, **Card Walker** announced new plans that will have an immense impact on Walt Disney World.

In accepting the American Marketing Association's 1974 Parlin Award for Distinguished Achievement in Marketing, Card, President and chief operating officer of Walt Disney Productions, stated that the company has progressed to the point in the development of Walt Disney World that it is now prepared to move forward, in a phased program, with the development of Walt Disney's concept for an Experimental Prototype Community of Tomorrow. (EPCOT)

At a formal reception and dinner of the American Marketing Association in Philadelphia, Card described EPCOT as a "Community of tomorrow that will never be completed, but will always be introducing and testing and demonstrating new materials and new systems. EPCOT will always be a showcase to the world of the ingenuity and imagination of the American free enterprise system."

Said Card, "as early as 1967, when actual construction began, we projected that the first phase of Walt Disney World – the recreational phase – would take us until 5 years after opening to complete, and that EPCOT would be approached in the second phase of the project.

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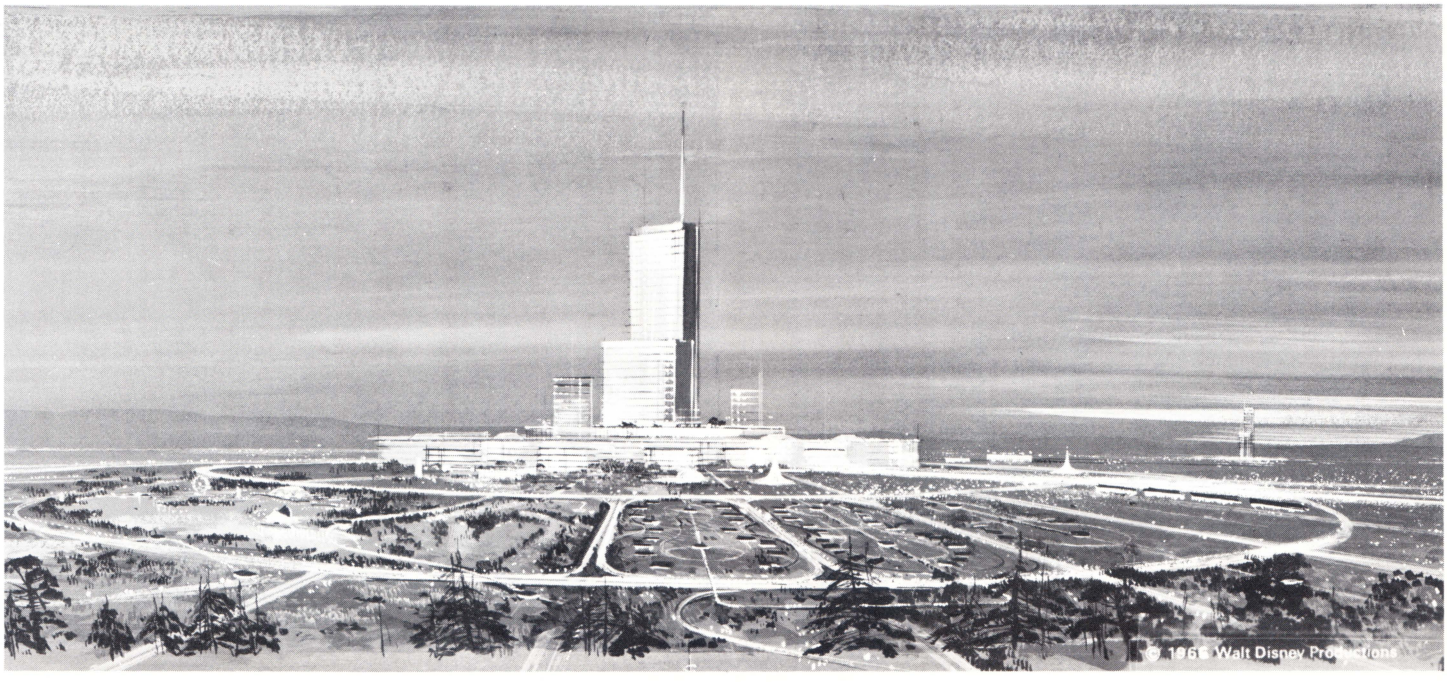
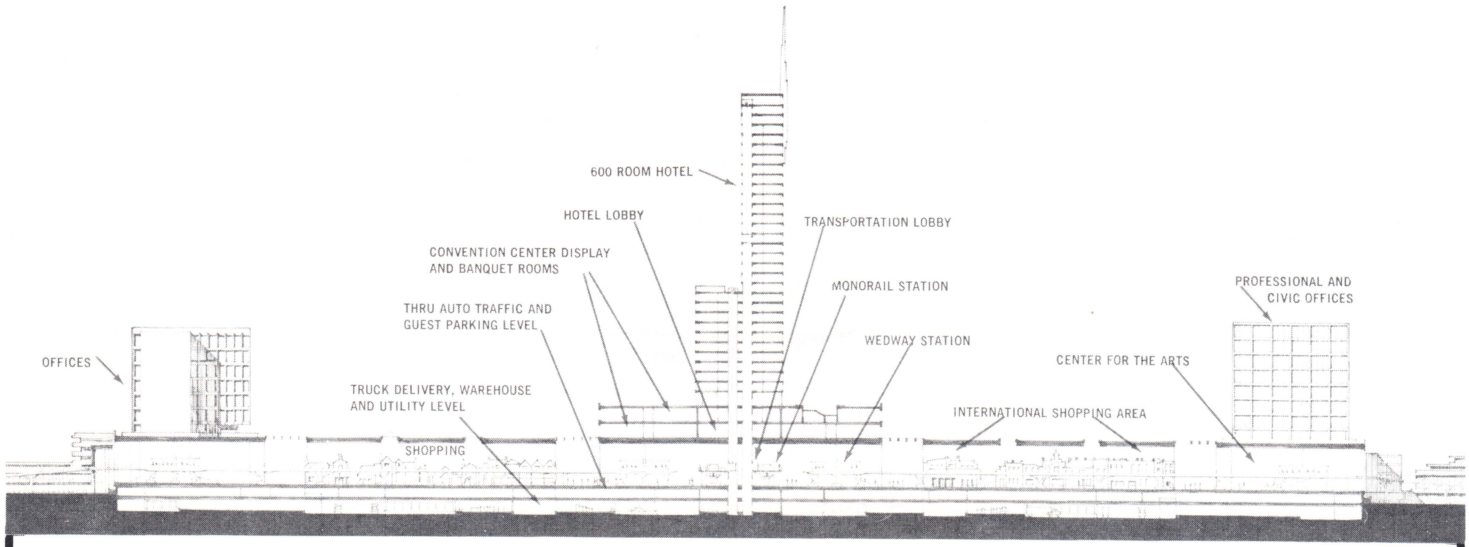
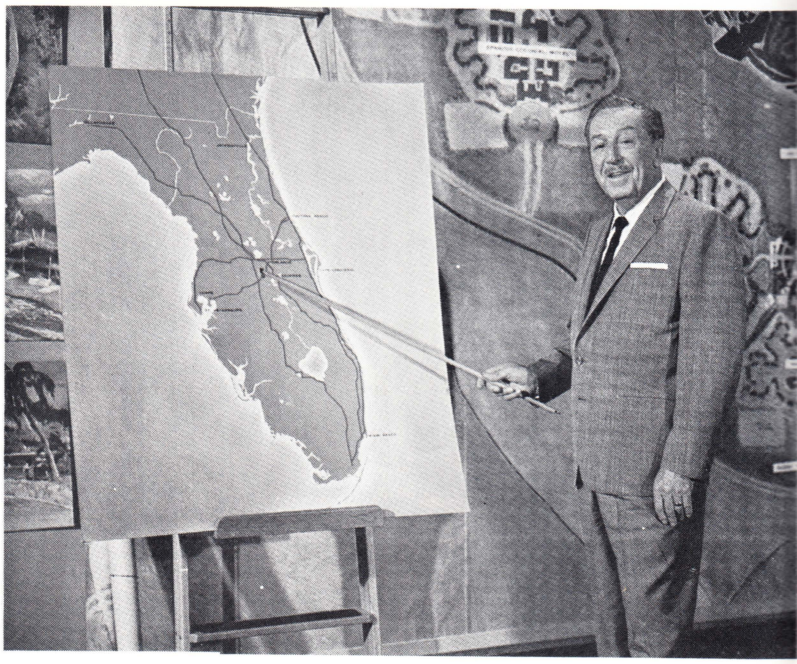
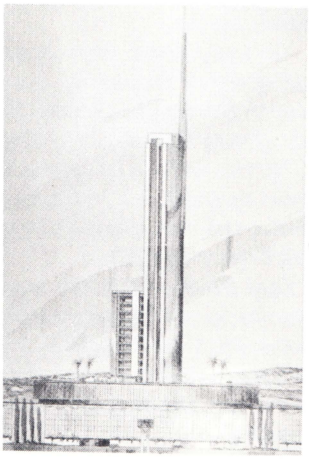


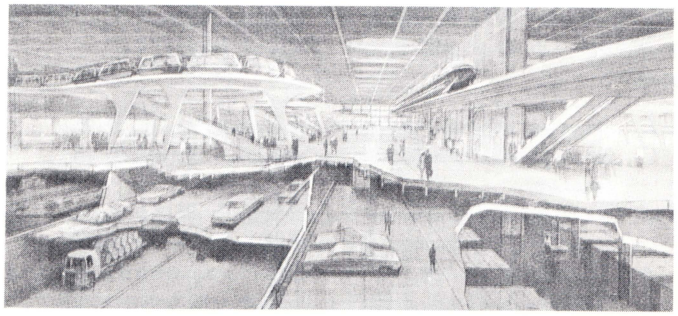


The artist's renderings on these pages represent some of the earliest concepts done for EPCOT nearly nine years ago. These were only a starting point, Walt Disney said, for our first overall thinking. Everything may change time and again as we move ahead. But the basic philosophy will remain the same.

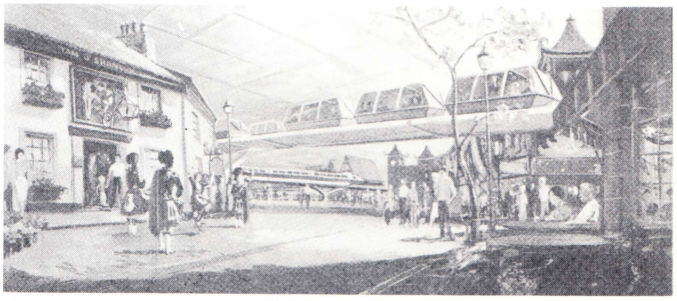


"There's enough land here to hold all the ideas and plans we can possibly imagine," Walt Disney said about the land acquired for Walt Disney World. And in the Master Plan for these 43 square miles, Walt Disney incorporated the ideas and philosophies of a lifetime. The very heart of the project, he said, would be EPCOT, where, "people actually live a life they can't find anywhere else in the world today."

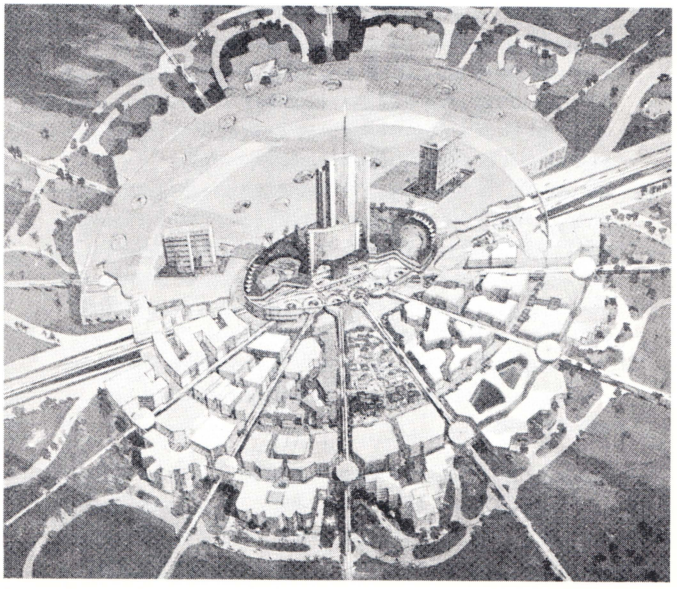




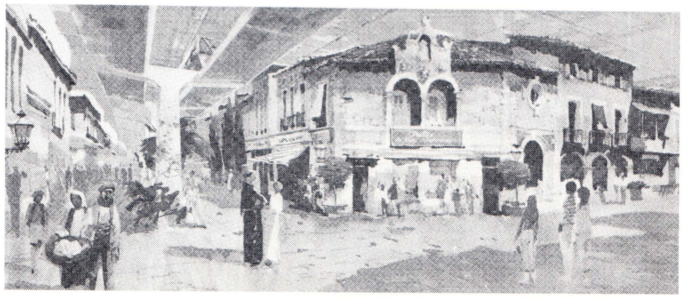
EPCOT's transportation center will utilize technology and systems already being built and proven in Walt Disney World, in addition to pioneering bold new systems.



A permanent international showcase, according to Card Walker, could be one of the first construction projects. Nations of the World would demonstrate their culture and products.



A totally enclosed city center was one of the original design approaches to the downtown area. Based on the "Radial Plan", city streets radiate out from the hub like spokes in a wheel.



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"We are happy to say that we are two years ahead of schedule. By the end of 1975, when we complete construction on our Tomorrowland area, the Magic Kingdom theme park in Florida will have a rides-per-hour capacity of 70,000 equal to Disneyland – and it took us fifteen years to reach that goal at our California park.

"We feel we have accomplished our initial goal of demonstrating the market potentials of the project. In its first two years of operation, Walt Disney World was visited by 22.3 million people.

"In a real sense, the concept for EPCOT has been unfolding from the very beginning. From the outset of planning and through the design, construction and installation stages of Walt Disney World, EPCOT has been the ultimate goal.

"It was and is a conscious policy of the Walt Disney organization to search out, introduce and use new systems, new devices and new materials in every project we undertake at Walt Disney World."

Card stated that in the months to come the Disney organization will conduct a series of discussions with leading businessmen, industrialists, scientists and artists, and the company will organize research teams to begin attacking, one by one, the problems involved in bringing this concept to reality.

Continued Card, "At this moment, we have identified seven specific objectives which will serve as a launching point for further discussion and advancement of the EPCOT concept:

1. **To encourage industry and the professions to introduce, test and demonstrate new ideas, materials and systems.**
2. **To showcase and prove the usefulness of promising concepts, technology, and specific prototype products.**
3. **To provide an ongoing "meeting place" where creative people of science, industry and the arts, from around the world may gather for days or weeks or months to discuss and develop specific solutions to the specific needs of mankind.**
4. **To advance the excellence of environmental planning.**
5. **To bring together, in a living, working, creative environment, people of varied interests, talents and backgrounds who will live together for days or weeks or months in a community and climate where experimentation is accepted and fundamental.**
6. **To create an artful and efficient environment – a community fashioned in human terms and human scale that begins with the belief that the people who live and work and play in it are the heart of the city.**
7. **To provide, for the first time anywhere, a practical basis for investigating and proving not only the "popularity" – but also the economic feasibility of new ideas, materials and systems introduced and tested here."**

Card emphasized that the needs of people will provide the foundation for the development of EPCOT, and that the community will always be a place for study, where people of all interests from throughout the world may come to study technologies which may be applied in their own communities.

"Therefore," said Card, "while Walt Disney Productions will seek long-term commitments from industry and nations to participate in EPCOT, we do not seek the commitment of individuals and families to permanent residence."

"As to the brick and mortar – the city itself – it seems to us that EPCOT, just as Walt Disney said, 'will never be completed, as long as there is imagination left in the world.' But by moving ahead with the necessary master planning in the months to come – studying the project from the point of view of economics, operations, technology, and market potential – we can and will further develop Walt's master plan to the point where we can commit to a clearly defined program for achieving Walt Disney's goals for EPCOT.

"It seems to me that we will begin with the construction of a permanent international showcase, in which the nations of the world may participate on a permanent basis to demonstrate their culture and their products. Also, we will begin talking with American industry about the showcase industrial park, and we will proceed with elements of the low and high density housing. All of our work would point to the time when the economics would justify and support the construction of the downtown center."

In closing, Card said, "EPCOT is obviously something no company could ever do alone. It will require all of American industry to make it a reality, and to help us prove that we need not look to government for the solution to all of our nation's problems.

"Millions of dollars annually are already spent to develop new technologies. But most of these ideas and concepts are never put to work – never tested in human terms. EPCOT proposes to bring together the best thinking and best ideas in a brand new way . . . in a living community that will always be in a state of becoming."

"We believe that EPCOT will help American industry to create new markets that they never before knew existed.

"It will be a showcase to the world . . . playing to a live audience of over 10 million people each year and countless millions more via television, films and the press."

"With the technical know-how
of American industry
and the creative imagination
of the Disney organization,
I'm confident we can build a
living showcase that more
people will talk about
and come to look at
than any other area
in the world."

WALT DISNEY

eyes and ears of Walt Disney World

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